



WDIV

ORDER

Print Date 09/11/12

Page 1 of 7

Flight Dates **10/09/12-10/15/12**

Contract / Revision **258739 /**

Original Date / Revision
09/11/12 09/11/12

Advertiser **ISS/Michigan Democratic St**

Agency **Three Point Media**

Buying Contact

**1322 G Street, SE
Washington, DC 20003**

Product
MDSCC-SC

Agency Com %

Billing Contact

**1322 G Street, SE
Washington, DC 20003**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # **1604**

Alt Order # **06310245**

Billing Type Trade

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PA-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 88500

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	70	\$88,500.00	\$88,500.00	0.00	10/01/12	10/15/12	70	\$88,500.00	\$88,500.00
Totals	70	\$88,500.00	\$88,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	10/12/12	10/12/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	---- 1--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	---- 1--		1		\$950.00		0.00					
E 2	WDIV	10/12/12	10/12/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	---- 1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	---- 1--		1		\$500.00		0.00					
E 3	WDIV	10/12/12	10/12/12	Noon News 12-1230p MFM Noon News 12-1230p	CM	12N-1230P	---- 1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	---- 1--		1		\$1,200.00		0.00					
E 4	WDIV	10/12/12	10/12/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	---- 1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	---- 1--		1		\$600.00		0.00					
E 5	WDIV	10/12/12	10/12/12		CM	NBC Early	---- 1--	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00



WDIV

Print Date: 09/11/12

Page 2 of 7

Contract / Revision **258739** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1604**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4am NBC Early Today															
NBC Early															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$90.00		0.00						
E 6	WDIV	10/12/12	10/12/12	M-F Local News @ 4pm	CM	4p-430pm	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
M-F Local News @ 4pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$1,200.00		0.00						
E 7	WDIV	10/12/12	10/12/12	M-F 430-5P Inside Edition	CM	430p-5p	----1--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
Inside Edition M-F 430-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$1,100.00		0.00						
E 8	WDIV	10/12/12	10/12/12	5-6pm Local 4 News M-F	CM	5P-530P	----1--	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$2,100.00		0.00						
E 9	WDIV	10/12/12	10/12/12	5-6am Local News M-F	CM	530-6a	----1--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
Local 4 News Today 5-6A (5:30 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$650.00		0.00						
E 10	WDIV	10/12/12	10/12/12	M-F Access 7-730P Wheel	CM	7P-730P	----1--	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
M-F Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$3,200.00		0.00						
E 11	WDIV	10/12/12	10/12/12	Friday 8-9p	CM	8-9PM	----1--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Dateline Detroit															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$5,000.00		0.00						
E 12	WDIV	10/12/12	10/12/12	Today Show 9-10a M-F	CM	9A-10A	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Today Show 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$800.00		0.00						
E 13	WDIV	10/15/12	10/15/12	Ellen 10-11a M-F	CM	10-11A Ellen	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
10-11AM Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$950.00		0.00						
E 14	WDIV	10/15/12	10/15/12	Late Night w/J Fallon	CM	1237A-137A	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
Late Night 1237-137A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$500.00		0.00						
E 15	WDIV	10/15/12	10/15/12	4am NBC Early Today	CM	NBC Early	1-----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
NBC Early															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$90.00		0.00						
E 16	WDIV	10/15/12	10/15/12	M-F Local News @ 4pm	CM	4p-430pm	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
M-F Local News @ 4pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$1,200.00		0.00						
E 17	WDIV	10/15/12	10/15/12	4:30am Local News M-F	CM	4:30-5am M-F	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
4:30am Local News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WDIV

Print Date: 09/11/12

Page 3 of 7

Contract / Revision **258739** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1604**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 17	WDIV	10/15/12	10/15/12	4:30am Local News M-FCM 4:30am Local News		4:30-5am M-F	1-----	:30	1	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----		1				\$175.00		0.00		
E 18	WDIV	10/15/12	10/15/12	M-F 430-5P Inside EditionCM Inside Edition M-F 430-5p		430p-5p	1-----	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----		1				\$1,100.00		0.00		
E 19	WDIV	10/15/12	10/15/12	5-6pm Local 4 News M-FM M-F Local 4 News 5-6pm		5P-530P (5:00 PM-5:30 PM)	1-----	:30	1	\$2,100.00	P-2	0.00 NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----		1				\$2,100.00		0.00		
E 20	WDIV	10/15/12	10/15/12	5-6am Local News M-F CM Local 4 News Today 5-6A		530-6a (5:30 AM-6:00 AM)	1-----	:30	1	\$650.00	P-2	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----		1				\$650.00		0.00		
E 21	WDIV	10/15/12	10/15/12	6-630pm Local 4 News M-FM M-F Local 4 News 6-630p		6P-630P	1-----	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----		1				\$3,000.00		0.00		
E 22	WDIV	10/15/12	10/15/12	Jeopardy 730-8p M-F CM M-F Jeopardy		730P-8P	1-----	:30	1	\$3,200.00	P-2	0.00 NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----		1				\$3,200.00		0.00		
E 23	WDIV	10/15/12	10/15/12	Today Show 9-10a M-F CM Today Show 9-10A		9A-10A	1-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----		1				\$800.00		0.00		
E 24	WDIV	10/13/12	10/13/12	Saturday 1130P-1A SNLCM Saturday Night Live		1130P-102A	-----1-	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----1-		1				\$2,000.00		0.00		
E 25	WDIV	10/13/12	10/13/12	Sat 7-730pm Local NewsCM Sat 7-730pm Local News		7p-730p	-----1-	:30	1	\$1,450.00	P-2	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----1-		1				\$1,450.00		0.00		
E 26	WDIV	10/13/12	10/13/12	Sat 6-8am Loc News CM Sat 6-8am/Local 4 News		6-7am (6:00 AM-7:00 AM)	-----1-	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----1-		1				\$600.00		0.00		
E 27	WDIV	10/13/12	10/13/12	Sat 6-8am Loc News CM Sat 6-8am/Local 4 News		7-8am (7:00 AM-8:00 AM)	-----1-	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----1-		1				\$800.00		0.00		
E 28	WDIV	10/13/12	10/13/12	Sat Today 8-10am CM Sat 8-10am Today		Sat 9-10am Today (9:00 AM-10:00 AM)	-----1-	:30	1	\$1,450.00	P-2	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----1-		1				\$1,450.00		0.00		
E 29	WDIV	10/14/12	10/14/12	Sun 6-630pm Local NewsM Sun 6pm		Sun 6pm	-----1	:30	1	\$1,550.00	P-2	0.00 NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



WDIV

Print Date: 09/11/12

Page 4 of 7

Contract / Revision **258739** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1604**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 29	WDIV	10/14/12	10/14/12	Sun 6-630pm Local NewSM Sun 6pm	CM	Sun 6pm	-----1	:30	1	\$1,550.00	P-2	0.00	NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$1,550.00		0.00			
E 30	WDIV	10/14/12	10/14/12	Sun 6-730am Loc NewsCM Sun News 6-730am	CM	Sun 6-7am (6:00 AM-7:00 AM)	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$600.00		0.00			
E 31	WDIV	10/14/12	10/14/12	Sun 6-730am Loc NewsCM Sun News 6-730am	CM	Sun 7-7:30am (7:00 AM-7:30 AM)	-----1	:30	1	\$725.00	P-2	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$725.00		0.00			
E 32	WDIV	10/14/12	10/14/12	Sun 8-9am Loc News CM Sun Local News 8-9am	CM	Sun 8-9am	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$900.00		0.00			
E 33	WDIV	10/11/12	10/11/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	---1---	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$950.00		0.00			
E 34	WDIV	10/11/12	10/11/12	Late Night w/J Fallon CM Late Night 1237-137A	CM	1237A-137A	---1---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$500.00		0.00			
E 35	WDIV	10/11/12	10/11/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	---1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$600.00		0.00			
E 36	WDIV	10/11/12	10/11/12	4am NBC Early Today CM NBC Early	CM	NBC Early	---1---	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$90.00		0.00			
E 37	WDIV	10/11/12	10/11/12	M-F Local News @ 4pmCM M-F Local News @ 4pm	CM	4p-430pm	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$1,200.00		0.00			
E 38	WDIV	10/11/12	10/11/12	4:30am Local News M-FCM 4:30am Local News	CM	4:30-5am M-F	---1---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$175.00		0.00			
E 39	WDIV	10/11/12	10/11/12	M-F 430-5P Inside EditioCM Inside Edition M-F 430-5p	CM	430p-5p	---1---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$1,100.00		0.00			
E 40	WDIV	10/11/12	10/11/12	5-6pm Local 4 News M-FCM M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	---1---	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$2,100.00		0.00			
E 41	WDIV	10/11/12	10/11/12	5-6am Local News M-F CM Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	---1---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WDIV

Print Date: 09/11/12

Page 5 of 7

Contract / Revision **258739** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1604**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 41	WDIV	10/11/12	10/11/12	5-6am Local News M-F CM Local 4 News Today 5-6A (5:30 AM-6:00 AM)		530-6a	--- 1---	:30	1	\$650.00	P-2	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	--- 1---		1				\$650.00		0.00		
E 42	WDIV	10/11/12	10/11/12	5-6pm Local 4 News M-F CM M-F Local 4 News 5-6pm (5:30 PM-6:00 PM)		530P-6P	--- 1---	:30	1	\$2,250.00	P-2	0.00 NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	--- 1---		1				\$2,250.00		0.00		
E 43	WDIV	10/11/12	10/11/12	6-630pm Local 4 News M-F CM M-F Local 4 News 6-630p		6P-630P	--- 1---	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	--- 1---		1				\$3,000.00		0.00		
E 44	WDIV	10/11/12	10/11/12	Jeopardy 730-8p M-F CM M-F Jeopardy		730P-8P	--- 1---	:30	1	\$3,200.00	P-2	0.00 NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	--- 1---		1				\$3,200.00		0.00		
E 45	WDIV	10/11/12	10/11/12	Today Show 9-10a M-F CM Today Show 9-10A		9A-10A	--- 1---	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	--- 1---		1				\$800.00		0.00		
E 46	WDIV	10/09/12	10/09/12	Ellen 10-11a M-F CM 10-11AM Ellen		10-11A Ellen	- 1-----	:30	1	\$950.00	P-2	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- 1-----		1				\$950.00		0.00		
E 47	WDIV	10/09/12	10/09/12	Late Night w/J Fallon CM Late Night 1237-137A		1237A-137A	- 1-----	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- 1-----		1				\$500.00		0.00		
E 48	WDIV	10/09/12	10/09/12	Ricki Lake 3-4p CM Ricki Lake		3-4p	- 1-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- 1-----		1				\$600.00		0.00		
E 49	WDIV	10/09/12	10/09/12	4am NBC Early Today CM NBC Early		NBC Early	- 1-----	:30	1	\$90.00	P-2	0.00 NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- 1-----		1				\$90.00		0.00		
E 50	WDIV	10/09/12	10/09/12	M-F Local News @ 4pm CM M-F Local News @ 4pm		4p-430pm	- 1-----	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- 1-----		1				\$1,200.00		0.00		
E 51	WDIV	10/09/12	10/09/12	4:30am Local News M-F CM 4:30am Local News		4:30-5am M-F	- 1-----	:30	1	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- 1-----		1				\$175.00		0.00		
E 52	WDIV	10/09/12	10/09/12	M-F 430-5P Inside Edition CM Inside Edition M-F 430-5p		430p-5p	- 1-----	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- 1-----		1				\$1,100.00		0.00		
E 53	WDIV	10/09/12	10/09/12	5-6pm Local 4 News M-F CM M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)		5P-530P	- 1-----	:30	1	\$2,100.00	P-2	0.00 NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- 1-----		1				\$2,100.00		0.00		



WDIV

Print Date: 09/11/12

Page 6 of 7

Contract / Revision **258739** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1604**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 53	WDIV	10/09/12	10/09/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	- 1-----	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1-----					1	\$2,100.00		0.00			
E 54	WDIV	10/09/12	10/09/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	- 1-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1-----					1	\$650.00		0.00			
E 55	WDIV	10/09/12	10/09/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	- 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1-----					1	\$3,000.00		0.00			
E 56	WDIV	10/09/12	10/09/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	- 1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1-----					1	\$3,200.00		0.00			
E 57	WDIV	10/09/12	10/09/12	Today Show 9-10a M-F Today Show 9-10A	CM	9A-10A	- 1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1-----					1	\$800.00		0.00			
E 58	WDIV	10/10/12	10/10/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	-- 1----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$950.00		0.00			
E 59	WDIV	10/10/12	10/10/12	Tonight Show w/Leno Tonight Show 1135P-123'	CM	1135P-1237A	-- 1----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$1,650.00		0.00			
E 60	WDIV	10/10/12	10/10/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	-- 1----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$500.00		0.00			
E 61	WDIV	10/10/12	10/10/12	Noon News 12-1230p M-F Noon News 12-1230p	CM	12N-1230P	-- 1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$1,200.00		0.00			
E 62	WDIV	10/10/12	10/10/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	-- 1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$600.00		0.00			
E 63	WDIV	10/10/12	10/10/12	4am NBC Early Today NBC Early	CM	NBC Early	-- 1----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$90.00		0.00			
E 64	WDIV	10/10/12	10/10/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	-- 1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$1,200.00		0.00			
E 65	WDIV	10/10/12	10/10/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	-- 1----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WDIV

Print Date: 09/11/12

Page 7 of 7

Contract / Revision **258739** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1604**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 65	WDIV	10/10/12	10/10/12	M-F 430-5P Inside Edition M-F 430-5p	CM	430p-5p	-- 1----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----		1			\$1,100.00			0.00			
E 66	WDIV	10/10/12	10/10/12	5-6pm Local 4 News M-F 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	-- 1----	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----		1			\$2,100.00			0.00			
E 67	WDIV	10/10/12	10/10/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	-- 1----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----		1			\$650.00			0.00			
E 68	WDIV	10/10/12	10/10/12	5-6pm Local 4 News M-F 5-6pm	CM	530P-6P (5:30 PM-6:00 PM)	-- 1----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----		1			\$2,250.00			0.00			
E 69	WDIV	10/10/12	10/10/12	M-F Access 7-730P Wheel of Fortune	CM	7P-730P	-- 1----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----		1			\$3,200.00			0.00			
E 70	WDIV	10/10/12	10/10/12	Today Show 9-10a M-F 9-10A	CM	9A-10A	-- 1----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----		1			\$800.00			0.00			
Totals														70	\$88,500.00